



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-06-2012 PAGE: 1 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market										
401812	10-05-2012		0	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
11 15 316		245953	PHILADELPHIA	A. CLIFFORD	10-09-2012	10-15-2012	M (Broadcast Month, Cycle 1)	N	245953								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 15 E : 316																	
1	10-09-2012	10-14-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)	9	30		X	X	X				5	250	5	1,250.00
2	10-09-2012	10-12-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		X	X	X	X			8	1,000	8	8,000.00
3	10-15-2012	10-15-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	X							2	1,000	2	2,000.00
4	10-09-2012	10-12-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30		X	X	X	X			8	2,000	8	16,000.00
5	10-15-2012	10-15-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	8	30	X							2	2,000	2	4,000.00
6	10-09-2012	10-12-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	8	30		X	X	X	X			12	2,000	12	24,000.00
7	10-15-2012	10-15-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	8	30	X							3	2,000	3	6,000.00
8	10-13-2012	10-14-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	9	30						X	X	2	800	2	1,600.00
9	10-13-2012	10-13-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	9	30						X		1	500	1	500.00
10	10-14-2012	10-14-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	9	30							X	1	400	1	400.00
11	10-14-2012	10-14-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	9	30							X	1	600	1	600.00
12	10-13-2012	10-13-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	9	30						X		1	700	1	700.00
13	10-14-2012	10-14-2012	09:00AM - 09:30AM	WEEKEND NWS 9-1030A SU (7057)	9	30							X	1	600	1	600.00
14	10-14-2012	10-14-2012	10:30AM - 11:30AM	WEEKEND NWS 1030-1130A SU THIS WEEK (705	9	30							X	1	550	1	550.00
15	10-14-2012	10-14-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)	9	30							X	1	700	1	700.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 401812	Contract Dt 10-05-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est# 11 15 316			CMS # 245953	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-09-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245953					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 15 E : 316																				
16	10-09-2012	10-12-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				8	30		X	X	X	X			4	1,100	4	4,400.00
17	10-15-2012	10-15-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				8	30	X							1	1,100	1	1,100.00
18	10-09-2012	10-12-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				9	30		X	X	X	X			4	1,200	4	4,800.00
19	10-15-2012	10-15-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				9	30	X							1	1,200	1	1,200.00
20	10-09-2012	10-12-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30		X	X	X	X			4	1,200	4	4,800.00
21	10-15-2012	10-15-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30	X							1	1,400	1	1,400.00
22	10-09-2012	10-12-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				8	30		X	X	X	X			4	1,100	4	4,400.00
23	10-15-2012	10-15-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				8	30	X							1	1,100	1	1,100.00
24	10-09-2012	10-12-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X			4	600	4	2,400.00
25	10-15-2012	10-15-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30	X							1	700	1	700.00
26	10-09-2012	10-12-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30		X	X	X	X			4	800	4	3,200.00
27	10-15-2012	10-15-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				9	30	X							1	800	1	800.00
28	10-09-2012	10-12-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30		X	X	X	X			8	1,800	8	14,400.00
29	10-15-2012	10-15-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	30	X							2	2,200	2	4,400.00
30	10-09-2012	10-12-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30		X	X	X	X			4	3,000	4	12,000.00

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Agency Est# 11 15 316			CMS # 245953	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-09-2012	End Date 10-15-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 245953						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
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31	10-15-2012	10-15-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				9	30	X								1	3,000	1	3,000.00
32	10-13-2012	10-14-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)				9	30						X	X		2	1,000	2	2,000.00
33	10-09-2012	10-12-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				9	30		X	X	X	X				8	2,500	8	20,000.00
34	10-15-2012	10-15-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				9	30	X								2	3,000	2	6,000.00
35	10-09-2012	10-14-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30		X	X	X	X	X	X		6	3,200	6	19,200.00
36	10-15-2012	10-15-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	30	X								1	3,200	1	3,200.00
37	10-09-2012	10-12-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				9	30		X	X	X	X				4	1,000	4	4,000.00
38	10-15-2012	10-15-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)				9	30	X								1	1,000	1	1,000.00
39	10-12-2012	10-12-2012	09:00PM - 10:00PM	PRIME FR9 (7043)				9	30					X				1	3,000	1	3,000.00
40	10-15-2012	10-15-2012	08:00PM - 10:00PM	PRIME MO8 (7008)				9	30	X								1	10,000	1	10,000.00
41	10-09-2012	10-12-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				8	30		X	X	X	X				4	1,100	4	4,400.00
42	10-15-2012	10-15-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				8	30	X								1	1,100	1	1,100.00
																	Contracted Gross Total:		125	204,900.00	
																	Actual Gross Total:		125	204,900.00	
																	Agency Commission:			30,735.00	
																	Net Total:			174,165.00	

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			Agency CPE: C : 11 P : 15 E : 316																		
Month/YR		Preempted			Made Good			Contract Total			Adjustments							Actual Total			
Oct 12		0.00			0.00			204,900.00			0.00							204,900.00			
TOTAL		0.00			0.00			204,900.00			0.00							204,900.00			

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